

PROVIDER COMMUNICATIONS



5 IDEAS

THAT WILL
CHANGE
YOUR **LIFE**



MESSAGE

THOUGHT



MESSAGE

Our Agenda



SUCCESS STORIES

Who is doing it right, and how are they doing it? Watch as some of your peers have a chat with their partners.

2

LESSONS LEARNED

What can we learn from these stories? Work in small groups, then post your ideas for all to see.

Look at *Lessons From the Field*.

3

KEEPING IT REAL

Look at a real-world story:

- Identify important communications partners.
- Identify three possible actions for the immunization coordinator.

4

DECISION TIME

Let's explore all these stories:

- Hear each summary.
- Vote on the best action.
- Discuss.

5

MAKING A DIFFERENCE

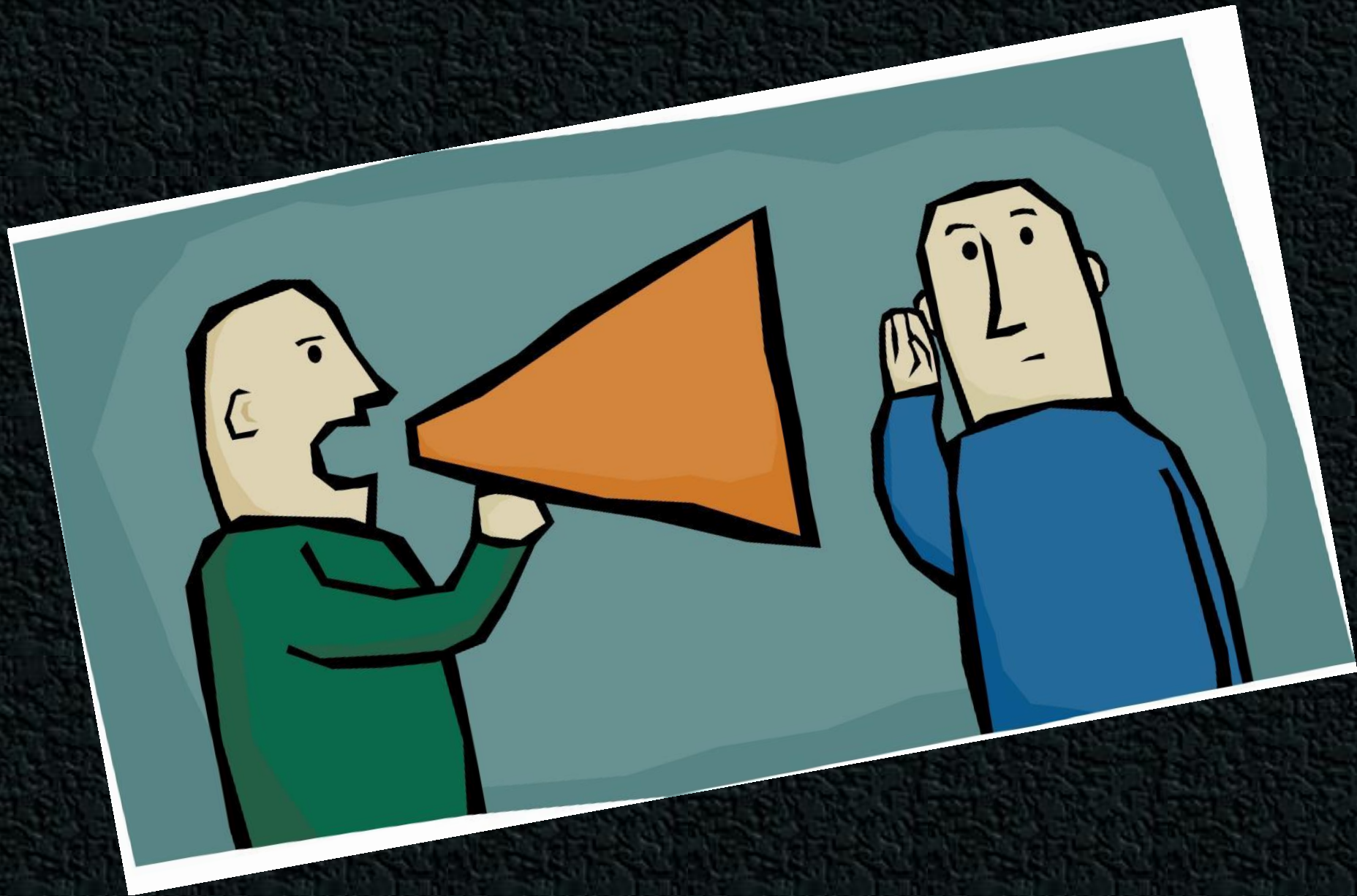
Look at the real-world story again:

- Write a communications piece.

6

COMMIT TO ACTION

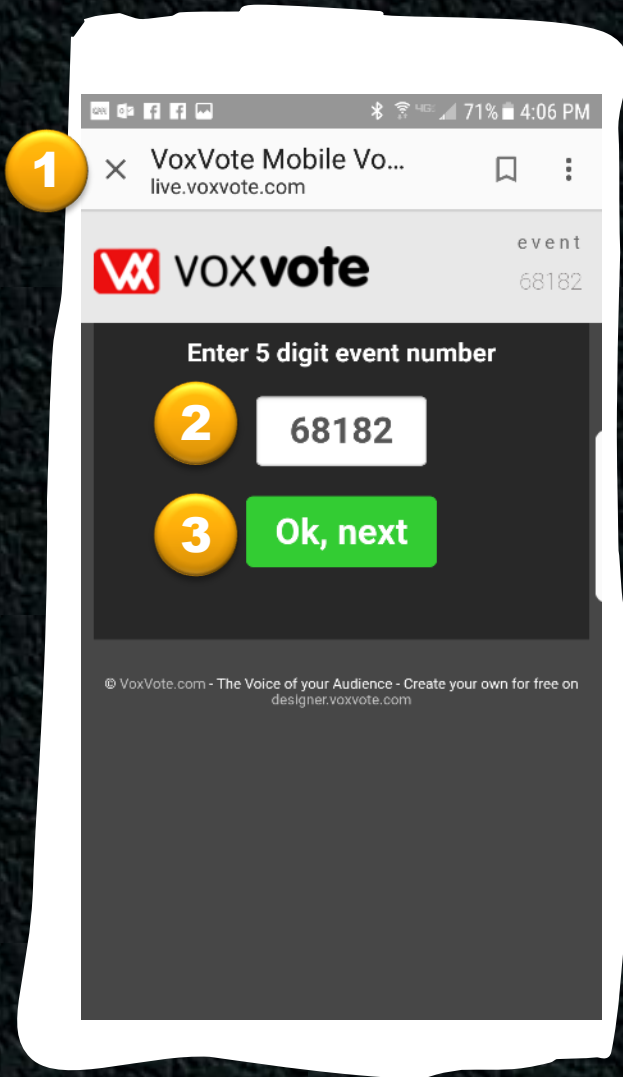
- What communications do YOU need to improve?
- What steps will YOU take to improve those communications channels?
- Share your plan with a peer.





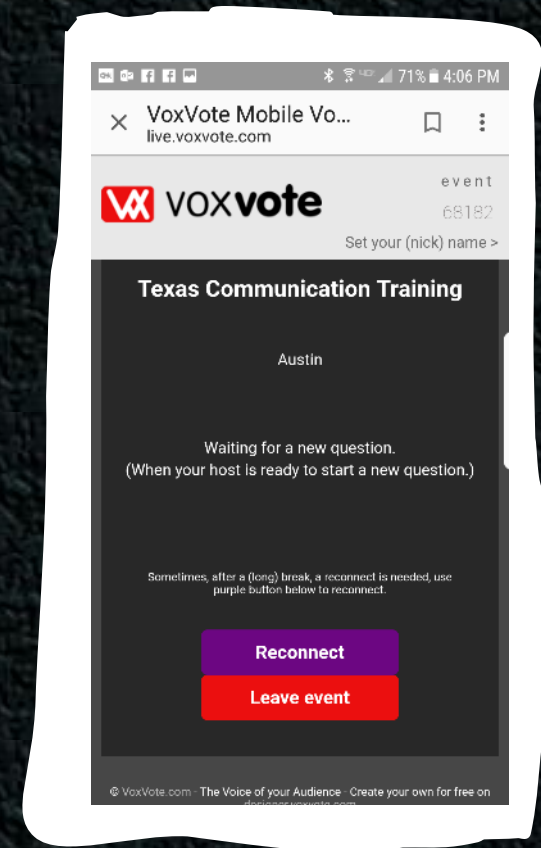


VOX **vote**



- 1 Go to live.voxvote.com
- 2 Enter event number 68182
- 3 Click “Ok, next.”

When you see this screen, you are good. Don't click anything else.



LET'S TRY IT!

When you see this →

- 1 Click button for “Yes, I’m ready!”
- 2 Click VOTE.





SUCCESS STORIES

Who is doing it right, and how are they doing it? Watch as some of your peers have a chat with their partners.



WHAT CAN
I LEARN



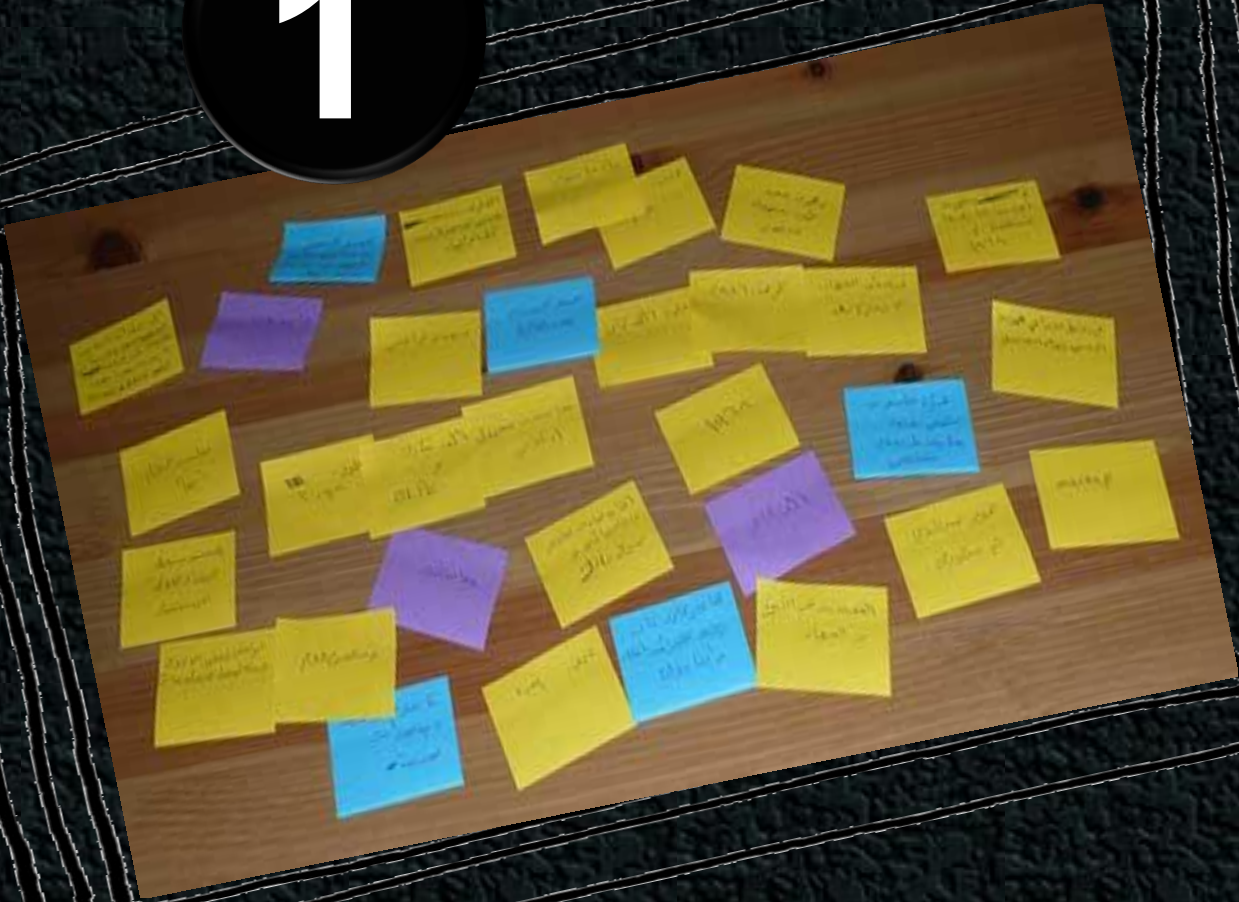
2



LESSONS LEARNED



What can we learn from these stories? Work in small groups, then post your ideas for all to see.



2



LESSONS LEARNED

1. One idea was...
2. Our insight was...
3. We noticed
_____ really
rang true.

3



1



2



LESSONS LEARNED

1. This is a great idea.
2. We had an interesting insight.
3. We noticed something that rang true.

3





lessons
learned



KEEPING IT REAL

Look at a real-world story:

- Identify important communications partners.
- Identify three possible actions for the immunization coordinator (or other person).

3



① FIND YOUR ASSIGNED STORY

1. Manya
2. Kevin
3. Tomás

② IDENTIFY KEY LESSONS LEARNED.

From handout and
from flipcharts

③ IDENTIFY THREE POSSIBLE “NEXT STEPS” FOR THE PERSON

Focus on
communications that
will help reach
immunization goals.

Kevin Goes Above and Beyond to Boost Immunization Rates

The Alamo Metro Health Department had a great opportunity to improve their communications with their local providers—a grant from the CDC to meet one-on-one with all VFC participants to review their VFC documents and collaborate with them on a quality improvement action plan, with a goal of increasing vaccination rates.

The vaccine program coordinator, Kevin, immediately went to work setting up office visits. He had a protocol that he followed:

- Book way in advance—about 90 days.
- Confirm at 60, 30, and 7 days.
- Confirm by phone and by email.
- Have an agenda to be very respectful of the provider's time, but also include some time to answer questions and build the relationship.

After a few dozen visits, Kevin learned that not all physicians were making strong recommendations about HPV immunization. He reached out to his network and arranged to have a supportive physician attend certain visits to address any questions the provider might have about HPV. This was a bit of extra work, but it paid off in influencing providers to encourage HPV vaccinations.

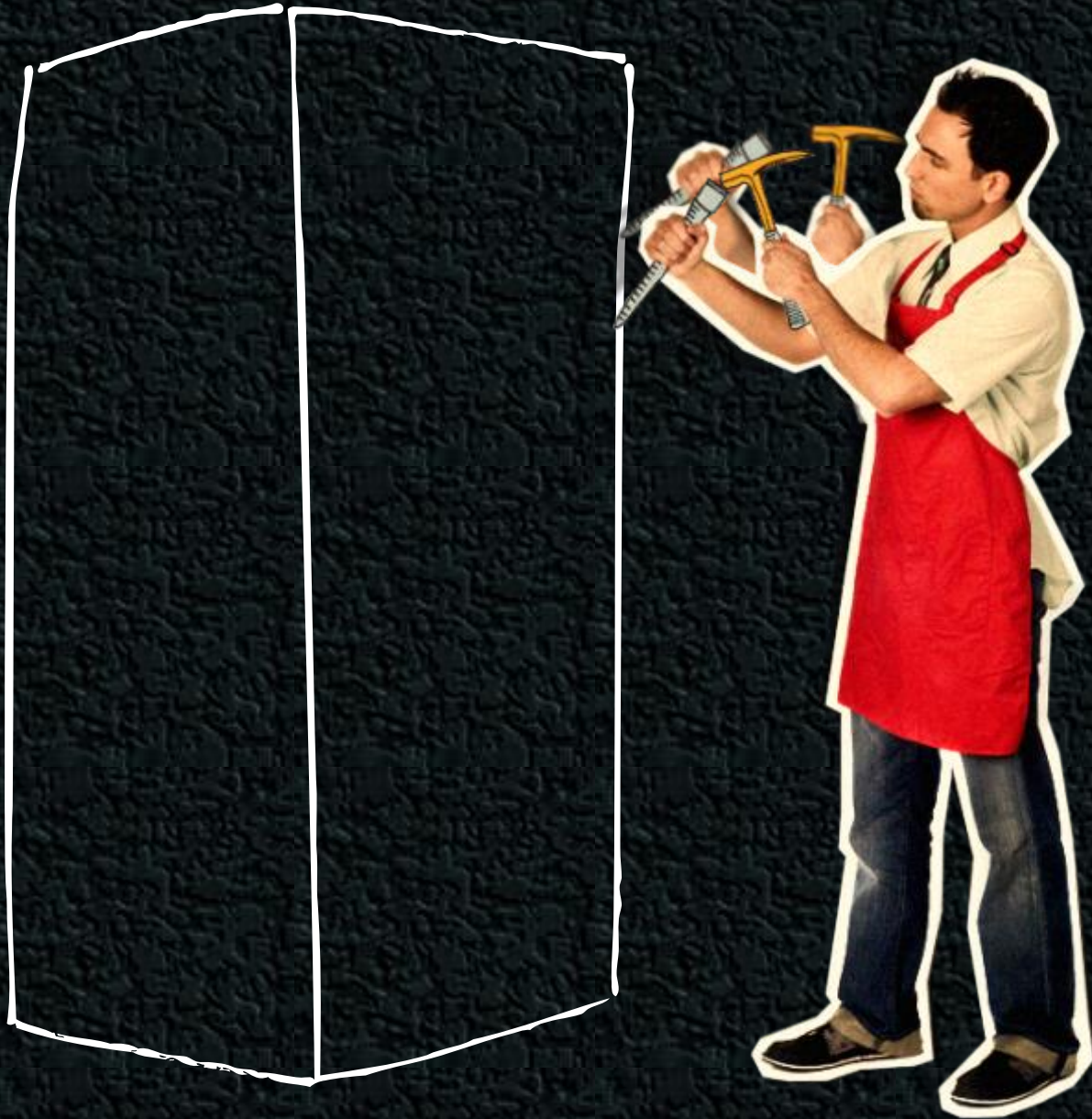
One such visit was with a large cancer center. As he usually did, Kevin worked it all out with Tiffany, the practices designated contact, and was sure to explain that Dr. Fleming, an oncologist, would be on hand to talk with the provider. Just a week before the scheduled day, Tiffany let Kevin know that the clinic's physician would not be able to attend. They ended up just meeting with Medical Assistant, providing education and answering questions about HPV.

What "lessons learned" apply to this story?

Lessons Learned

If you were Kevin, what would you do differently next time? List your three best options here.

Three Options





DECISION TIME

Let's explore all these stories:

- Hear each summary.
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4





5

MAKING A DIFFERENCE

Look at the real-world story again:

- Write a communications piece.





COMMIT TO ACTION

- What communications do YOU need to improve?
- What steps will YOU take to improve those communications channels?



THANK YOU
GOOD LUCK

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